

We claim:

- 1 1. A method for information exchange, comprising the steps of :
  - 2 - producing information transmissions in a broadcast standard;
  - 3 - sending the information live from a studio;
  - 4 - digitizing the sent data and then transmitting the digitized data via satellite
  - 5 as IP multicast packets;
  - 6 - receiving the data by a TV decoder and feeding them into a data and/or
  - 7 communications network;
  - 8 - installing software on a data processing equipment, like PCs or workplace
  - 9 computers, in which the software, after the data processing device has been
  - 10 connected to the data and/or communications network, permits receiving of
  - 11 information transmissions and use of at least part of the functions furnished
  - 12 by the information transmission;
  - 13 - dialing via a portal to access an information transmission; and
  - 14 - using the functions furnished by the information transmission via
  - 15 communications connections between the data processing equipment and
  - 16 studio for an interactive information exchange.
- 1 2. The method according to Claim 1, wherein access to an information  
2 transmission and/or use of the functions provided by the information  
3 transmission occurs as a function of access authorization.
- 1 3. The method according to Claim 1, wherein access to an information  
2 transmission occurs after dialing at the portal and call-up of a link for  
3 information transmission.
- 1 4. The method according to Claim 2, wherein access authorizations are sent by  
2 email and/or an SMS method to a selected group of persons.

- 1    5.    The method according to Claim 1, wherein the TV decoder feeds the received  
2       data into a local network, like a local area network (LAN) and/or an audio  
3       feedback channel from a data processing unit, like a PC or workplace  
4       computer, is coupled to the production studio of the information transmission  
5       via a virtual private network (VPN) separate from the satellite transmission  
6       channel.
- 1    6.    The method according to Claim 1, wherein speech communication occurs as  
2       voiceover IP (VoIP) via an audio feedback channel.
- 1    7.    The method according to Claim 1, wherein playback of the information  
2       transmission on the data processing equipment, like PCs or workplace  
3       computers, occurs with one or more Web browsers.
- 1    8.    The method according to Claim 1, wherein, for playback of information  
2       transmissions in a Web browser, several windows, like a window for live  
3       presentation of the moderator or teacher in the studio (film window) or a  
4       window for presentation of graphics and/or tests (graphics window), are  
5       provided.
- 1    9.    The method according to Claim 8, wherein the windows provided for playback  
2       of information transmissions in a Web browser are sent in full screen  
3       representation.
- 1    10.   The method according to Claim 1, wherein the software, after log-on at a  
2       portal, is installed by an initial applet on the data processing equipment or  
3       software installed on the data processing equipment is updated after log-on at  
4       the portal.

- 1 11. The method according to Claim 1, wherein the functions provided by the  
2 information transmission include  
3 - execution and/or evaluation of surveys,  
4 - execution and/or evaluation of multiple choice tests (MCT),  
5 - layout, connection and/or management of telephone connections,  
6 - data transmission, especially text transmission, between the data processing  
7 equipment and production studio and/or management.
- 1 12. The method according to Claim 11, wherein surveys and/or tests are designed  
2 as HTML-programmed files.
- 1 13. The method according to Claim 11, wherein a time limitation is stipulated for  
2 processing of surveys and/or tests and after this time elapses, the survey and/or  
3 test files are automatically closed for processing.
- 1 14. The method according to Claim 1, wherein data and/or files, like text files, sent  
2 to the production studio and/or management are conveyed as email and/or as  
3 SMS messages to one or more designatable receivers.
- 1 15. The method according to Claim 1, wherein the method is carried out in a  
2 computer program which can be downloaded from an electronic data network,  
3 like the Internet, to a data processing unit connected to the data network.

- 1   16.   An arrangement with at least one processor and/or chip setup so that a method  
2       for information exchange can be carried out, comprising:
- 3       -   means for producing information transmissions in a broadcast standard to  
4           be sent live from a studio;
  - 5       -   A digitizer for digitization of the sent data and the transmission of the  
6           digitized data occur via satellite as IP multicast packets;
  - 7       -   a TV decoder for receiving the IP multicast packets that feeds the received  
8           data into a data and/or communications network;
  - 9       -   means for installing software on the data processing equipment, like PCs or  
10       workplace computers, in which the software, after the data processing  
11       equipment has been connected to the data and/or communications network,  
12       permits receiving of information transmissions and use of at least part of  
13       the functions furnished by the information transmission;
  - 14       -   means for dialing via a portal to access an information transmission, and
  - 15       -   interactive information exchange means which use the functions furnished  
16       by the information transmission via communications connections between  
17       the data processing equipment and studio.

- 1   17.   A computer program product stored on a computer readable storage medium  
2           for, when run on a computer, carrying out a method for information exchange,  
3           comprising the steps of:
- 4           -   producing information transmissions in a broadcast standard;
  - 5           -   sending the information live from a studio;
  - 6           -   digitizing the sent data and then transmitting the digitized data via satellite  
7               as IP multicast packets;
  - 8           -   receiving the data by a TV decoder and feeding them into a data and/or  
9               communications network;
  - 10          -   installing software on the data processing equipment, like PCs or  
11             workplace computers, in which the software, after the data processing  
12             device has been connected to the data and/or communications network,  
13             permits receiving of information transmissions and use of at least part of  
14             the functions furnished by the information transmission;
  - 15          -   dialing via a portal to access an information transmission; and
  - 16          -   using the functions furnished by the information transmission via  
17             communications connections between the data processing equipment and  
18             studio for an interactive information exchange.
- 1   18.   The computer program product according to Claim 17, wherein the computer  
2           program can be downloaded from an electronic data network, like the Internet,  
3           to a data processing unit connected to the data network.

- 1 19. A method for information exchange, comprising the steps of :
- 2 - producing information transmissions in a broadcast standard wherein the
- 3 information transmissions include TV information and digital information;
- 4 - sending the information live from a studio;
- 5 - receiving the information;
- 6 - extracting video information and digital information;
- 7 - feeding the extracted video and digital information into a data processing
- 8 equipment and connecting the data processing equipment to a data and/or
- 9 communication network and accessing a main data processing equipment
- 10 associated with the studio through the data and/or communication network;
- 11 - decoding functions from the extracted digital information; and
- 12 - using the functions furnished by the digital information via the established
- 13 communications connection between the data processing equipment and
- 14 the studio for an interactive information exchange.
- 1 20. The method according to Claim 19, further including the step of authorizing
- 2 the access to the main data and/or communication equipment associated with
- 3 the studio.
- 1 21. The method according to Claim 19, wherein the step of connecting the data
- 2 processing equipment includes the step of using a dial-up connection.
- 1 22. The method according to Claim 20, wherein access authorizations are sent by
- 2 email and/or an SMS method to a selected group of persons.
- 1 23. The method according to Claim 19, wherein a TV decoder feeds the received
- 2 video and data information into a local network, like a local area network
- 3 (LAN) and/or an audio feedback channel is sent from a data processing unit,
- 4 like a PC or workplace computer, to the production studio of the information
- 5 transmission via a virtual private network (VPN) separate from the satellite
- 6 transmission channel.

- 1 24. The method according to Claim 19, wherein speech communication occurs as  
2 voiceover IP (VoIP) via an audio feedback channel.
- 1 25. The method according to Claim 19, wherein playback of the video and digital  
2 information on the data processing equipment, like PCs or workplace  
3 computers, occurs with one or more Web browsers.
- 1 26. The method according to Claim 1, wherein, for playback of video and digital  
2 information in a Web browser, several windows, like a window for live  
3 presentation of the moderator or teacher in the studio (film window) or a  
4 window for presentation of graphics and/or tests (graphics window), are  
5 provided.
- 1 27. The method according to Claim 26, wherein the windows provided for  
2 playback of information transmissions in a Web browser are sent in full screen  
3 representation.
- 1 28. The method according to Claim 19, wherein the software, after connection to  
2 the main data processing equipment, is installed by an initial applet on the data  
3 processing equipment or software installed on the data processing equipment is  
4 updated after the connection.
- 1 29. The method according to Claim 19, wherein the functions provided by the  
2 digital information include  
3 - execution and/or evaluation of surveys,  
4 - execution and/or evaluation of multiple choice tests (MCT),  
5 - layout, connection and/or management of telephone connections,  
6 - data transmission, especially text transmission, between the data processing  
7 equipment and production studio and/or management.
- 1 30. The method according to Claim 29, wherein surveys and/or tests are designed  
2 as HTML-programmed files.

- 1 31. The method according to Claim 29, wherein a time limitation is stipulated for  
2 processing of surveys and/or tests and after this time elapses, the survey and/or  
3 test files are automatically closed for processing.
- 1 32. The method according to Claim 19, wherein data and/or files, like text files,  
2 sent to the production studio and/or management are conveyed as email and/or  
3 as SMS messages to one or more designatable receivers.
- 1 33. The method according to Claim 19, wherein the method is carried out in a  
2 computer program which can be downloaded from an electronic data network,  
3 like the Internet, to a data processing unit connected to the data network.